

SAM - ADVERTISING

CHAPTER 500 INDEX

This chapter contains policy regarding state advertisements and notices in state publications, public newspapers, radio, television, or other media.

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GENERAL POLICY

0500

(Reviewed 6/2014)

Government Code Sections [11080](#) and [11081](#) mandate that every State agency shall send all notices, advertisements, or publications which they are legally required or authorized to publish to the Department of General Services ([DGS](#)). The law gives DGS the sole authority to approve and have published all such notices, advertisements, and publications.

The DGS grants each State agency an exemption from its approval and delegates to each state agency the authority to have published any required or authorized notice, advertisement, or publication.

Section 500 et seq. of SAM discusses the following rules:

1. Advertising an Auction
2. Publication of Administrative Regulations
3. "Help Wanted" Advertisements
4. Advertising Public Works Contracts
5. Contracts for Advertisements

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TERMS AND DEFINITIONS

0501

(Reviewed 6/2014)

Auction	A public sale at which property or goods are sold to the higher bidder.
“Help Wanted” Advertisements	An advertisement for finding new employees.
Legal Notice	A notice required by law.
Public Works Contracts	Contracts for structures, roads, dams, and schools that are designed for public use and paid for by government.

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ADVERTISING AN AUCTION

0510

(Reviewed 6/2014)

When advertising an auction of state property, the ad must state those sales taxes, when applicable, will be added to the bid prices.

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PUBLICATION OF ADMINISTRATIVE REGULATIONS

0520

(Reviewed 6/2014)

Agencies do not need DGS approval to publish legal notices when adopting, amending or repealing regulations. See Government Code [11346.4](#) for the legal requirements governing publication of notices for adopting, amending or repealing regulations.

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“HELP WANTED” ADVERTISEMENTS (Reviewed 6/2014)

0530

Agencies do not need DGS approval to place “help wanted” ads.

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ADVERTISING PUBLIC WORKS CONTRACTS

0540

(Reviewed 6/2014)

For information about advertising small or minor public works contracts, please see the State Contracting Manual ([SCM](#)). You may also request a manual through the DGS Office of Legal Services ([OLS](#)) at 916-376-5080.

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CONTRACTS FOR ADVERTISEMENTS

0550

(Reviewed 6/2014)

Contracts for advertising space do not require DGS approval unless they exceed \$15,000 or the amount specified in SAM [1215](#).

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ADVERTISING IN STATE PUBLICATIONS

0580

(Revised 12/2013)

Statutory Authority Government Code [14851](#) authorizes the Office of State Publishing ([OSP](#)), to accept paid advertisements in state publications except that OSP may not accept or publish paid political advertising. This legislation specifically authorizes OSP to provide this service; it does not allow for the printing of paid advertising by other service providers without an agreement with OSP.

Advertising Media, the variety of advertising media available to OSP includes traditional printing of publications and mailings, CD-ROM, and internet on-line publications.

Information Resources Contact the OSP Advertising Manager at 916-327-5867, email: danelle.hamilton@dgs.ca.gov for information regarding the OSP Advertising Program.